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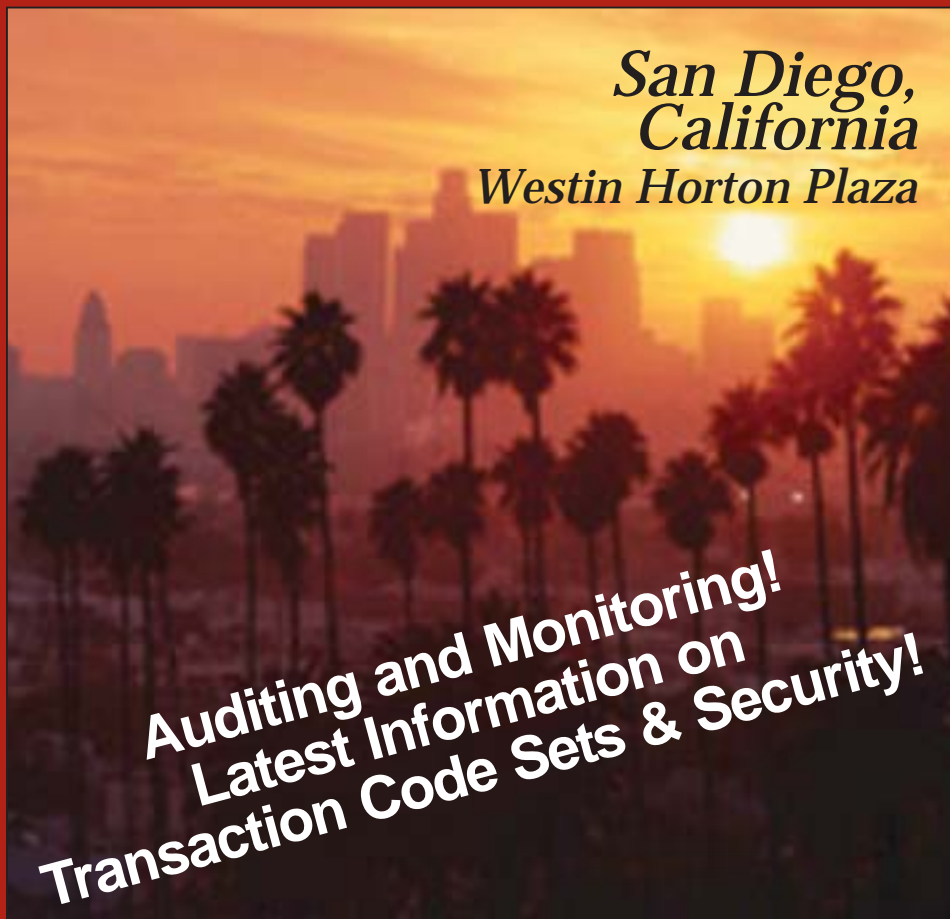
HCCA/AHA 2003

HIPAA Forum

Gearing up for Security
Privacy Post-Implementation

*San Diego,
California*

Westin Horton Plaza



**Auditing and Monitoring!
Latest Information on
Transaction Code Sets & Security!**

December 10-12, 2003

HCCA HAS APPLIED FOR THE FOLLOWING CONTINUING
EDUCATION CREDITS:

AAPC • ACHE • ACMPE • AHIMA • ANCC
HCCB • NASBA • MCLE • NAB • ACCME

HCCA/AHA 2003 HIPAA San Diego



**Get a FREE copy of
AIS's comprehensive new
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the how-to help you need to meet
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A \$300 value!**

Dear Compliance Colleagues:

We are thrilled to invite you to join us for the Third Annual HIPAA Forum in sunny San Diego, December 10-12, 2003 at the Westin Horton Plaza Hotel. We have an amazing program planned for you this year. In fact, we have designed this program to focus on advanced and complex privacy, security and HIPAA related issues.

We have organized an entire track around practical tips for advancing the Security Rule in a provider and payor organization. You will not only learn about the intimate details of the Security Rule in a user friendly way, you will learn practical and cost effective strategies for implementation over the next two years. You will learn how to perform an assessment, how to develop a Chief Security Officer position, how to assess technology solutions and more.

We also have an advanced privacy track planned for you. This will include sessions focused on how to perform an audit of the Privacy Rule, how to deal with Privacy Complaints, how the Privacy Rule has impacted both patient care as well as clinical research, and how to deal with private litigants in privacy-related cases. Now that we have lived with the Privacy Rule for over six months and many of us have been assessed by JCAHO, we can share our risks and successes.

Of course, no conference on HIPAA would be complete without Plenary Sessions with a representative from OCR. OCR will be prepared to let us know how they have been dealing with privacy complaints and any possible changes to the Privacy and Security Rules.

Don't miss this professional experience and December in San Diego! You won't regret it! We look forward to seeing you all soon.

Sincerely,

Your Conference Co-Chairs:

Suzie Draper, Chief Compliance and Privacy Officer
Intermountain Healthcare

F. Lisa Murtha, J.D., CHC
Vice President of Audit, Compliance and Chief Privacy Officer
The Children's Hospital of Philadelphia

Continuing Education Credits

AAPC

This program is pending prior approval from the American Academy of Professional Coders (AAPC) for 14 CE Credits.

ACCME

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative, Inc. (MEC) and (name of non-accredited provider). Medical Education Collaborative is accredited by the ACCME to provide continuing medical education for physicians.

Medical Education Collaborative designates this educational activity for a maximum of 13 category 1 credits towards the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity

ACHE

Medical Education Collaborative (MEC) is authorized to award 14 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or recertification in ACHE.

ACMPE

This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit a generic credit hour form with a copy of the brochure. Forms are available on-site.

AHIMA

This program is pending prior approval for 14 CE Credits for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA).

ANCC

Approved for 16.8 contact hours of continuing education for RNs, LPNs, LVNs and NPs. This program is cosponsored with Medical Education Collaborative, Inc. (MEC) and Healthcare Conference Administrators. MEC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

HCCB

This program is pending prior approval for 14 HCCB continuing education credits for compliance certification

MCLE

Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 14 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of \$1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules and regulations, including its definition of CLE; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact Medical Education Collaborative at 303-420-3252 starting two to three weeks prior to the program date. MEC is a State Bar of California approved MCLE provider.

NAB

This program has been submitted (but not yet approved) for 14 continuing education clock hours by NAB/NCERS. Call Medical Education Collaborative at 866-420-3252 x 37 for further information.

NASBA

Medical Education Collaborative, is registered with the National Association State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: 615-880-4200. A maximum of 16.8 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced.

Agenda

Wednesday, December 10, 2003 Pre-Conference

7:30 AM Registration

9:00 AM-12:00 PM Concurrent Sessions

1: Tools for HIPAA Security Compliance

Rob Dongoski, Partner-Technology and Security Risk Services, Ernst & Young LLP
Michael McDermid, Divisional Vice President, Computer Associates

- The HIPAA Security Rule at a glance
- Policies to address significant challenges
- The use of tools to support policies and mitigate risk

2: Transaction: How the Industry is Coping with Transaction Standards Rollout- Post Implementation Assessment

George Arges, Senior Director, Health Data Management Group, American Hospital Association

- Overview of implementation problems among providers
- Measures taken to remedy problems
- Lessons that we should have learned from this process

3: Privacy 202

Suzie Draper, Corporate Compliance and Privacy Officer, Intermountain Health Care
Debbie Troklus, CHC, Assistant Vice President for Health Affairs/Compliance, University of Louisville

- Develop and understand the regulations, beyond the basics
- Discuss methods to assure an effective Privacy Program post implementation
- Keeping the "reasonableness" in your Privacy Program

12:00-1:15 PM Lunch on Your Own

1:30-2:30 PM Vendor Demos

4: Vendor Demo: Gathering and Consolidating Key Performance Indicators within an Executive Dashboard - Ernst & Young/Computer Associates

Rob Dongoski, Partner-Technology and Security Risk Services, Ernst & Young LLP
Ken Frantz, Senior Manager, Ernst & Young LLP
Margaret Brooks, Director, Strategic Business Development, Computer Associates

- Current challenges to managing hospital business performance
- Identifying and consolidating key performance indicators
- Creating a personalized view of business performance information

5: Vendor Demo: Retired Technology Assets: Your Hidden HIPAA Data Security Demon - RetroBox
Stampp Corbin, President & CEO, RetroBox

- Discuss HIPAA standards as it pertains to healthcare organization's technology and confidential information
- Demonstrate how computer data security services on retired computer assets are essential to protect your organization from potential HIPAA violation liability
- Present successful data security strategies, as well as an implementation plan for your organization

6: Vendor Demo: HIPAA Security Analysis & Risk Management Services: Unique, cost effective automation assisted process designed to manage and contain HIPAA security efforts - IBM Business Consulting Services

Tom Hanks, Partner, IBM Business Consulting Services

- An overview of security assessment and remediation methodology
- Gaining ROI from HIPAA: Transforming provider revenue cycle through integration of HIPAA transactions
- Healthcare Collaboration Network: Using intelligent clinical data portals to improve patient care and control cost: Retrospective and interventional models

2:45-3:45 PM Vendor Demos

7: Vendor Demo: Continuous Transaction Quality Assurance - Claredi

Larry Watkins, Executive Vice-President, Claredi

- Surprise! HIPAA Was Not Y2K
- How to take control of your transaction data stream
- The value of ongoing transaction monitoring

8: Vendor Demo: MD Tool Kit for Compliance: A Technology Tool for Managing Compliance - iLIANT Corporation

Anthony D'Eredita, JD, MBA, Vice-President Consulting Services, iLIANT Corporation
Matt Pappas, JD, President and CEO, Leap Solutions, Inc.

- Automating processes for tracking disclosures, patient requests, and other HIPAA requirements
- Centralized and decentralized enterprise wide management
- Integrated learning management tool for HIPAA

4:00-5:00 PM Vendor Demos

9: Vendor Demo: e-Learning Services, Siemens
Tom Zabinski, Training Consultant, Siemens

- Scalability with a single point of access to all learning delivery methods
- Automated registration, tracking, reporting of courses, students and resources, with scheduling and event management
- Searchable course catalogs, 24/7 access and skills assessments to measure utilization and learning effectiveness

10: Vendor Demo: MediTract

- Visit www.hcca-info.org for up to date information

Vendor Demos are FREE!

HCCA/AHA 2003 HIPAA San Diego

Thursday, December 11, 2003

7:00 AM Registration Opens

7:00-8:30 AM Continental Breakfast

8:30-9:30 AM General Session:

HIPAA Privacy Enforcement Update

Ira Pollock, Regional Manager, Office for Civil Rights, Department of Health and Human Services

- What is the Office for Civil Rights and how does it investigate Privacy complaints
- Current HIPAA compliance issues

9:30-10:45 AM General Session:

Privacy Officer Panel- How I Overcame Implementation Challenges

Moderator: *F. Lisa Murtha*, JD, CHC, Vice President of Audit & Chief Compliance Officer, Children's Hospital of Philadelphia
Jim Pfeiffer, Privacy Officer, Kindred Healthcare
Kimberly Gray, Chief Privacy Officer, Highmark Inc.
John Steiner Jr., Esq., Chief Compliance Officer, Cleveland Clinic Health System

10:45-11:15 AM Mid-Morning Break

11:15AM-12:15 PM Concurrent Session I

101: Ongoing Research/Privacy Implications

F. Lisa Murtha, JD, CHC, Vice President of Audit & Chief Compliance Officer, Children's Hospital of Philadelphia

- Discuss recruitment challenges in light of HIPAA
- Consider data base security and data collection issues
- Explore the evolving role of the IRB post HIPAA implementation and review cases studies and solution strategies for how to deal with the tough issues

102: Indirect Care Providers and Privacy

Gary Duehring, PhD, CHC, Chief Operating Officer, Flint Health System

- The definitions of direct and indirect care providers
- CMS direction on the proof of necessity and the prescribing of diagnostic (medical imaging) procedures
- Proof of appropriateness of ordered exams

103: HIPAA Privacy Enforcement Overview

Peter Winn, Assistant US Attorney, US Attorneys Office, Seattle
John Cogan Jr., Associate Attorney, Partridge, Snow & Hahn

- An overview of the civil enforcement processes, including a discussion of investigation procedures, the assessment of penalties, and appeals
- An overview of criminal enforcement procedures, including the investigation process and theories of criminal liability
- The relationship between civil and criminal enforcement of HIPAA, including statutory limitations on civil enforcements

104: HIPAA Training - Case Studies in Adult Learning

Lise Roberts, Vice President, HCCS, Inc.
Debbie Troklus, CHC, Assistant Vice President for Health Affairs/Compliance, University of Louisville

- Learn how to incorporate adult learning principles into your compliance program
- Learn how HIPAA training can be made more effective through use of adult learning principles
- Participate in interactive discussion on HIPAA training case studies

12:15-1:00 PM Lunch

1:00-2:00 PM Lunch Speaker

Life after the HIPAA Train Wreck

Lisa Miller, Chief Operating Officer, Washington Publishing Company

- Implementation before, during and after
- Trading partner issues
- Where is the HIPAA train today?

2:15-3:15 PM Concurrent Session II

201: Auditing and Monitoring - Part 1

Suzie Draper, Chief Compliance & Privacy Officer, Intermountain Health Care

Sheryl Vacca, CHC, Director, Health Care Regulatory Practice, Deloitte & Touche

- Gain insight into the development of a HIPAA risk universe
- Learn how to craft a HIPAA auditing and monitoring plan
- HIPAA audit strategies and tracking your monitoring efforts

202: HIPAA Security: What are the Risks? Threats, Vulnerabilities, and Mitigating Controls

Ken Frantz, Senior Manager, Ernst & Young LLP
Michael McDermid, Divisional Vice President, Computer Associates

- Characteristics of covered entities
- Common threats and vulnerabilities
- Mitigating the risk - key technology enablers and process improvement

203: Transaction Certification and Testing: The Growing Need to Meet a Deadline

Kepa Zubeldia, President & CEO, Claredi
Larry Watkins, Executive Vice President, Claredi

- CMS Guidance for Enforcement: What it means for HIPAA transaction compliance efforts
- Contingency Planning: Avoiding a negative impact of the HIPAA transactions on cash flow
- Progress, Not Perfection: Moving forward with what works, while identifying and addressing issues over time

December 10 - 12, 2003

204: Privacy Compliance Beyond Implementation

Jenny O'Brien, Director of Corporate Compliance, Allina Hospitals and Clinics
Russ Opland, MPH, EMT-P, Chief Privacy Officer/HIPAA Coordinator, Penn Health Systems

- Ongoing education and training
- Post implementation monitoring and auditing strategies
- Integrating privacy compliance into your current compliance structure

3:15-3:45 PM Afternoon Break

3:45-4:45 PM Concurrent Session III

301: Auditing and Monitoring - Part 2

Suzie Draper, Chief Compliance & Privacy Officer, Intermountain Health Care
Sheryl Vacca, CHC, Director, Health Care Regulatory Practice, Deloitte & Touche

- HIPAA auditing and monitoring tools for physicians
- Utilizing tools to ensure HIPAA compliance within your organization
- HIPAA auditing and monitoring tools for hospitals

302: HIPAA and JCAHO Privacy and Security Standards - Practical Guidance to Joint Compliance

John Knapp, Esq., Partner Health Law Department, Duane Morris LLP
Joette Hanna, Director, Corporate Compliance/JCAHO, Baylor Health Care System

- An overview of JCAHO standards and HIPAA regulations - how do they match-up?
- A practical application to JCAHO and HIPAA compliance

303: Monitoring and Auditing for HIPAA Privacy and Security

Lesley Berkeyheiser, Principal, The Clayton Group
Michael Ortenberg, Esq, Principal Consultant for HIPAA Privacy and Security, Siemens

- Are your privacy and security measures working? How do you know? Are you ready for an investigation?
- How to validate the work you've done to address privacy requirements

304: HIPAA and the Small Health Plan

Teresa Kramer, Senior Manager, Health Care Regulatory and Dispute Consulting Practice, Deloitte & Touche
Vickie McCormick, Special Counsel, Halleland Lewis Nilan Sipkins & Johnson
Karen Scheffler, Senior Manager, Global Employment Individual Solutions, Employee Benefits Tax Practice, Deloitte & Touche

- When are you an employer and when are you a health plan
- Which employee benefits (flexible spending accounts, dental, disability, life, dependent care, EAPs) are and are not governed by HIPAA
- What a fully insured small health plan does and does not need to do

4:45-6:00 PM Networking Reception

Friday, December 12, 2003

7:00 AM Registration Opens

7:00-8:30 AM Continental Breakfast

8:30-9:30 AM General Session:

HIPAA Transactions & Code Sets - To Infinity and Beyond (HIPAA that is)

Tom Hanks, Partner, IBM Business Consulting Services

- What's happening now - how did we do?
- ROI - what ROI? - doing what we already knew how to do
- Vision of sharing health data - transactions beyond HIPAA business & clinical

9:30-10:30 AM General Session:

Privacy Officers as a Profession

Ed Shay, Partner, Post & Shell
Marti Arivn, CHC, Privacy Officer, University of Louisville
Russ Opland, MPH, EMT-P, Chief Privacy Officer
HIPAA Coordinator, Penn Health Systems

10:30-11:00 AM Mid-Morning Break

11:00AM-12:00 PM Concurrent Session IV

401: Protecting Privacy and Encouraging Research

Philip Lebowitz, Partner, Duane Morris, LLP

- Combining authorizations with consent forms
- Identifying situations when no authorization is needed
- Special issues with use of data banks of identifiable information

402: Board Role in Privacy and Compliance

Lois Cornell, Esq., Associate Vice President, Associate General Counsel, Tufts Health Plan
Anne Doyle, Privacy and Compliance Officer, Tufts Health Plan

- What are a Board's underlying fiduciary obligations?
- What does your Board need to do to effectively oversee your organization's compliance program?
- Have Board obligations changed since the passage of Sarbanes-Oxley?

403: The Lawsuits are Coming - What Should We Expect?

Deanna Mool, Esq., Shareholder, Sorling, Northrup, Hanna, Cullen and Cokhran
Ed Shay, Partner, Post & Shell

- Highlights of pending privacy litigation
- Causes of action before and after HIPAA privacy
- Outlining your best defense against a privacy claim

404: Integration of Privacy and Security in Physician Practices

Russ Opland, MPH, EMT-P, Chief Privacy Officer, HIPAA Coordinator, Penn Health Systems

- Review key privacy issues for physician practices
- Review new security requirements for physician practices
- Discuss potential implementation issues

HCCA/AHA 2003 HIPAA San Diego

12:00-12:45 PM **Lunch**

12:45-1:45 PM **Lunch Speaker:**

HIPAA Implementation in California State Government

Alex Kam, Chief, California Office of HIPAA

- HIPAA
- State Implementation
- CaLOHI
- Compliance and Enforcement

2:00-3:00 PM **Concurrent Session V**

501: HIPAA and Large Health Plans

Ken Fody, Esq., Manager and Senior Consultant, Healthlink Incorporated

Kimberly Gray, Chief Privacy & Security Officer, Highmark Inc.

- Identify lessons to be learned
- Discuss the significant work ahead
- Suggest ways to apply the lessons learned so health plans can fulfill the significant expectations placed on them

502: Advocacy Update and Privacy: PR and Media Relations Concerns

Mindy Hatton, Vice President, Senior Washington Counsel, Federal Relations, American Hospital Association

Lawrence Hughes, Regulatory Counsel, American Hospital Association

Alisha Mitchell, Vice President of Media Relations, American Hospital Association

- Update on OCR activities related to implementation and enforcement of the HIPAA privacy rule
- Continuing privacy rule implementation concerns for providers and efforts to address them
- Privacy issues in the media and public relations concerns and dilemmas for providers

503: Business Associates and Ongoing Compliance Challenges

Jody Noon, RN, JD, Partner, Deloitte & Touche

Linda Malek, Esq., Partner, Moses & Singer

- Review the intersection of the Business Associate requirements within the Privacy and Security regulations
- Address the battle of the Business Associate Agreement - whose contract should be used
- Lessons learned from the industry - what has worked and what has not

504: HIPAA and Pharmaceutical Companies

Tom Hanks, Partner, IBM Business Consulting Services

- Brief overview and impact of the current Privacy rule, focusing on the impact on clinical research and potential provider resistance
- FTC consumer oversight - the future of Privacy enforcement - includes a review of two landmark FTC cases that pave the way for FTC enforcement of HIPAA
- Movement toward medical record standards - potentials for interactive electronic monitoring of clinical trials. Includes a brief overview of the potential of the Health Collaboration Network project to enable proactive controls in clinical trials

3:30-4:30 PM **Concurrent Session VI**

601: Managing Payor Relationships Post HIPAA

John Phelan, Healthcare Management and HIPAA Consultant, Millman, USA

- Using HIPAA to improve payer/provider relationships
- ROI potential of electronic transactions
- HIPAA and claim payment practices, disputes and audits

602: HIPAA Potpourri - Issues You Never Anticipated

Britt Crewse, Chief Compliance Officer, Duke University Health System

Marti Arvin, JD, CHC, CPC, Privacy Officer, University of Louisville

- Releasing PHI - The who, what, when, and where
- Changing the privacy culture of a covered entity
- Uses and Disclosures of PHI - Dealing with fundraising, marketing, research and others

603: Ethics and Privacy

Rory Jaffe, MD, Chief Compliance Officer, UC Davis Medical Center

- A brief history of the right to privacy
- When doing right isn't so simple: One's rights is another's wrongs
- Using ethics to add power to your message

604: Secure Network - Secure Communication

Randy Dulin, Practice Leader, Siemens

- Vulnerability Assessments (penetration tests) can help identify potential security weaknesses in your infrastructure
- We will discuss various tools that may help with doing this

4:30 PM **Conference Adjourns**

Who Should Attend:

- | | |
|-------------------------------------|----------------------------|
| • Chief Executive Officers | • Chief Financial Officers |
| • Chief Operating Officers | • Consultants |
| • Chief Technology Officers | • Physicians |
| • Managed Care Professionals | • Privacy Officers |
| • Medical Group Managers | • Risk Managers |
| • Health Insurance Executives | • Pharmacists |
| • Government Agency Employees | • Data Managers |
| • Health Administration Faculty | • Ethics Officers |
| • Quality Assurance Professionals | • Registered Nurses |
| • Long Term Care Professionals | • Compliance Officers |
| • Billing and Coding Professionals | • Health Law Attorneys |
| • Third Party Billing Professionals | • Medical Directors |

3:00-3:30 PM **Afternoon Break**

Cancellations/Substitutions:

No refunds will be given for "no-shows" or cancellations. You may send a substitute; please call the HCCA Office at 1-888-580-8373.

Tax Deductibility:

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 23-2882664

2003 HIPAA Forum Registration

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- ☐ 10/02/03 - 11/18/03 \$749
☐ After 11/18/03 \$799

Non- Members

- ☐ 10/2/03 - 11/18/03 \$849
☐ After 11/18/03 \$899

Wednesday, December 10, Pre-Conference

- ☐ 9:00 AM - 12:00 PM \$150
☐ 1:30 PM - 5:00 PM *Vendor Demos - Free!*

I want to become an HCCA member!

NON-MEMBERS To join HCCA for one full year, just add \$150 to your non-member registration fee. You will receive membership benefits at all upcoming HCCA conferences and events.

Yes! Add \$150 to my non-member conference registration fee

- ☐ 10/18/03 - 11/18/03 \$999 ☐ After 11/18/03 \$1049

- ☐ I cannot attend HCCA's HIPAA Forum, but I would like to become a member of HCCA \$295

HOTEL ACCOMMODATIONS:

Special rates of \$139 (plus tax) per single/double per night have been arranged for the HIPAA Forum San Diego. There are a limited number of rooms available at the special rate. Please make your reservations directly with the Westin Horton Plaza and mention the HCCA HIPAA Forum to receive the reduced rate. Reservations will be accepted until Thursday, November 18, 2003. After this cut-off date, reservations will be accepted on a space-available basis only.

The Westin Horton Plaza, San Diego
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Tel: (619) 239-2200 | Fax: (619) 239-0509 | www.westin.com

Please select one session for each time slot:

Thursday, December 11

11:15am - 12:15 pm
☐ 101 ☐ 102 ☐ 103 ☐ 104

2:15 - 3:15 pm
☐ 201 ☐ 202 ☐ 203 ☐ 204

3:45 - 4:45 pm
☐ 301 ☐ 302 ☐ 303 ☐ 304

Friday, December 12

11:00 am - 12:00 pm
☐ 401 ☐ 402 ☐ 403 ☐ 404

2:00 - 3:00 pm
☐ 501 ☐ 502 ☐ 503 ☐ 504

3:30 - 4:30 pm
☐ 601 ☐ 602 ☐ 603 ☐ 604

Wednesday, December 10

9:00 am - 12:00 pm
☐ 1 ☐ 2 ☐ 3

1:30 - 2:30 pm
☐ 4 ☐ 5 ☐ 6

2:45 - 3:45 pm
☐ 7 ☐ 8

4:00 - 5:00 pm
☐ 9 ☐ 10

REGISTRATION

Yes!

I WOULD LIKE TO ATTEND THE
HCCA/AHA HIPAA Forum
December 10-12, 2003

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